

## **ABSTRACT**

The present invention features a system that allows a merchant to create a web site from the embodiments of the present invention using a structure-template based software tool. The merchant then inputs information into the present invention and thereby automatically creates an index, with contact information, email capabilities, product listing and other information. At the same time, the merchant can generate product listings pages with photos, order forms with capabilities of linking related products and that can calculate totals, prices, shipping. The merchant can also generate a Web site search engine so customers can quickly find the products on the site they are looking for. The system has a fully customizable, easy-to use menu system, with everything password protected for security. The merchant may further create a Web site that automatically generates product listings with photos, along with detailed descriptions of the price, characteristics and attributes of each of the products. The three main pages are a product listings page, product information page and an order form page. All three pages function in a way that allows purchasers to easily order a product from a merchant, while at the same time customizing and supplementing their order.

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